

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2019/ 2020

BTM2034 – TOURISM MANAGEMENT

(All sections)

5 MARCH 2020

9.00 a.m. – 11.00 a.m.

(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question Paper consists of **THREE** parts and 4 pages (*including* this cover page).
2. Please answer ALL questions. Write your answers in the answer booklet provided.

Answer ALL questions.

Part A: Case study.

(40 marks)

TripAdvisor study shows power of guest engagement

by Matt Lennon

November 27, 2019 in Hotel Technology

Personalised responses from accommodation and restaurant owners or senior management can lead to better customer reviews and better repeat booking levels, a new survey has found.

The poll of 23,292 travellers and diners across 12 markets including Australia was conducted by Ipsos Mori in partnership with TripAdvisor and delivered a number of primary findings. Among these was a greater likelihood in 79% of respondents to book a hotel or restaurant if queries or complaints from others were responded to personally by an owner or manager. The study showed 84% of those polled believed personalised, polite and respectful engagement with aggrieved customers can lead to an otherwise negative review becoming more balanced and less damaging.

In addition, more than half of potential new customers said they were more likely to select a hotel or restaurant if online reviews showed a strong engagement rate by management with other customers.

The study was conducted by TripAdvisor to highlight its suite of free Management Response tools available on its website, which gives accommodation and restaurant owners an opportunity to respond once to all reviews, both good and bad, once they have claimed their listing.

TripAdvisor Senior Manager Industry Relations, Fabrizio Orlando, said the survey results clearly showed the importance of managing online reviews.

“If an owner responds to a review, whether that review is positive or negative, it makes a real difference to a traveller’s perception of a property, and can have huge effects on increased room bookings and table reservations.”

Regarding negative reviews, two-thirds of respondents (67%) said they considered it helpful and balanced to see an owner or senior manager provide some context, an apology attempt and an explanation into the specific circumstances in the wake of a negative review post.

Nearly nine out of ten respondents said the politeness of an owner or manager in responding to reviews greatly improved their impression of a business.

(Source: Lennon, M. (2019). TripAdvisor study shows power of guest engagement, Hotel Technology. Retrieved from <https://www.hotelmanagement.com.au/2019/11/27/tripadvisor-study-shows-power-of-guest-engagement/>)

1. You are the owner of a hotel in Melaka. Your customer just left a negative online review in ‘booking.com’, stated that your hotel staffs were rude, and a cockroach was found in his room. In reference to the research by the TripAdvisor, what are two lessons you can take to address the negative online review? Besides these lessons, what are some of your own response? (10 marks)

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2. As an employee of a hotel, sometimes you encounter unsatisfied and angry customers face-to-face. Today there is a customer complaining about the room cleanliness. What should you do to “turn a frown upside down?” (10 marks)
3. Technology is often used for customer engagement in tourism-related business especially that of hotels. Besides customer engagement, what and how can technology be used to enhance customer service? (10 marks)
4. From an airline industry supplier’s perspective, how can technology be used to improve both internal and external communications? Discuss. (10 marks)

Part B: Travel proposal.**(20 marks)**

1. You are thinking of travelling to Southeast Asia on 2021’s trimester break. You have a total of RM5000 and you would like to travel to THREE (3) countries (in Southeast Asia) within two weeks’ time. Develop a travel plan with the allocated budget of RM5000 for the whole trip.

Part C: The tourism system.**(40 marks)****Bali fights for its beautiful beaches by rethinking waste, plastic trash**

From single-use plastic bans to education, Bali is digging deep to preserve its pristine reputation and save its tourism industry.

By Amanda Tazkia Siddharta
October 14, 2019

What’s the first thing about Bali that comes to mind? Likely its beautiful, pristine beaches. But beaches on the paradisiacal island in the Indonesian archipelago increasingly feature not shells, but rather, plastic trash.

Plastic waste has been piling up on Bali, fueled by a lack of infrastructure—or an official plan—to deal with it. Also contributing to bottle- and bag-strewn beaches are growing tourism, ingrained cultural practices, and a lack of awareness about the lifecycle of plastic from disposal, to sea, to washing up on beaches as trash.

In a 2015 study in *Science* of the top 20 countries that poorly managed plastic waste, Indonesia was listed second. The nation generated 3.2 million tonnes of plastic in 2010, and nearly half of it ended up in the sea. China was first, the United States twentieth. The Indonesian government issued numbers to National Geographic that were quite a bit lower than those in the study, but the bottom line is the same: Most plastic trash isn’t managed well in Indonesia.

Bali is trying to cope with its plastic problem, and there are some shining stars in the effort. In late 2018 Balinese Governor Wayan Koster announced a ban on plastic bags, polystyrene, and plastic straws. The Indonesian government has vowed to reduce plastic marine waste by 70 percent by 2025. And the Balinese government is converting the island’s biggest landfill, the 80-acre Suwung landfill in the capital of Denpasar, to an eco-park and waste power plant.

Continued...

Changing minds

Some Balinese are starting to take action, among them Melati and Isabel Wijsen. The teen sisters established Bye Bye Plastic Bags six years ago, when they were 12 and 10 years old. The organization has become one of the largest environmental nonprofits in Bali.

"Changing the mindset of the people is always at our core. We want to help people understand the importance of why they have to say no to plastic," says Melati, now 18.

She said that since Bye Bye Plastic Bags began, a lot of young people in Bali have started to become more aware of the problem of plastic waste.

"Six years ago, when we went to a presentation at an elementary school with 150 students, they were all excited. But when we asked the question, is plastic good or bad? And they all said at the same time, plastic is good," Melati says.

But now, in every classroom that they go to, she says, almost every child would say no to plastic bags. "It has become a topic that is really inserted in the daily lives of the young people," she adds. "That's really where the impact is for us."

(Source: Siddharta, A.T. (2019). Bali fights for its beautiful beaches by rethinking waste, plastic trash, National Geographic. Retrieved from: <https://www.nationalgeographic.com/science/2019/10/bali-fights-for-its-beautiful-beaches-by-rethinking-waste-plastic-trash/>)

1. In reference to the article above, what are some of the major negative effects of tourism development in Bali? (10 marks)
2. You would like to help Melati and Isabel Wijsen, the founders of 'Bye Bye Plastic Bags' non-profit organization to change the mindset of people. Propose **THREE (3)** activities that you can do, and how you will do it, in order to educate the young people. (12 marks)
3. Discuss **FOUR (4)** roles that governments can play in supporting Melati and Isabel Wijsen's effort. (8 marks)
4. You are a hotel owner in Bali. Discuss **FOUR (4)** methods that can be used for better practices. (10 marks)

End of Paper

